

## عنوان مقاله:

Identifying the factor of cultural sport tourism development by rural and traditional sport festivals

## محل انتشار:

اولین همایش بین المللی علوم ورزشی، تربیت بدنی و مدیریت راهبردی در ورزش (سال: 1402)

تعداد صفحات اصل مقاله: 10

## نویسندگان:

Hamidreza Ghezelsefloo - *Professor Assistance of sport management, Gonbad Kavous University*

Ali BaghbaniNejad - *Physical education student, Gonbad Kavous University*

Amir Hossein Hajilari - *Physical education student, Gonbad Kavous University*

## خلاصه مقاله:

Small-scale sports events such as local, rural sport events festivals, colleague sport events and regular season sports or hosting small scale sports events that are largely competitor or parent-as-spectator based, often annual, and attract little media attention may be a sustainable form of tourism development for communities, Therefore, the main purpose of these research was traditional-cultural sport festival's potential as a new form of small-scale sport event to develop sport tourism industry in based on service quality in rural areas of Golestan Province. Sample size consist of the number of N= ۵۴۵ local and tradition wrestler and horse riding athletes. Data collected by interview with sport marketing manager and regional tourism commission in rural tourism, the self-administered sport tourism questionnaire and Chen (۲۰۱۱) and Shonk (۲۰۰۸) service quality were used. To analysis the data t test, regression and Pearson test were used ( $p \leq 0.05$ ). The result indicated that reliability ( $\beta = 0.331$ ,  $p \leq 0.05$ ) and insurance ( $\beta = 0.239$ ,  $p \leq 0.05$ ) had a significant and positive effect on local and tradition sport tourism's satisfaction. Also the coefficient impact of tourist satisfaction on future attendance were ( $\beta = 0.78$ ). Based on research results, it is concluded that to development of local sports tourism, human resource knowledgeable and improvement of service facilities had a significant effect on tourists industry in rural and traditional sport events.

## کلمات کلیدی:

Sport tourism, Tradition festival, Future attendance, Cultural values, Service quality

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1763945>

